

## Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 NEA-11 ISO-00 EB-08 OES-07 DOE-15  
SOE-02 SIG-03 AID-05 CEA-01 CIAE-00 DODE-00 H-02  
INR-10 INT-05 L-03 NSAE-00 NSC-05 OMB-01 PM-05  
ICA-20 SP-02 SS-15 STR-07 TRSE-00 ACDA-12 /152 R

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APPROVED BY EB/OCA/CM/SPHARRIS

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COM/OIM/RGARNITZ

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COM/CAGNE/PHALE

OES/NET/MPROCHNIK

DOE/OBAP/ESIMMONS

DOE/OBAP/RJACKSON

EUR/RPE/RLAMANTIA

-----049305 141335Z /72

R 140127Z JUN 78

FM SECSTATE WASHDC

TO AMEMBASSY ROME

AMEMBASSY LISBON

AMEMBASSY MADRID

AMEMBASSY PARIS

AMEMBASSY BELGRADE

AMEMBASSY ATHENS

AMCONSUL MILAN

INFO AMEMBASSY CAIRO

AMEMBASSY ALGIERS

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

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FOR SCIENCE ATTACHE AND/OR COMMERCIAL OFFICER

E.O. 11652: N/A

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TAGS: BEXP, XG, XF, ENRG, TECH

SUBJECT: MEDITERRANEAN BASIN ENERGY CONSERVATION  
TECHNOLOGY EXHIBITION AND CONFERENCE, U.S. TRADE CENTER,  
MILAN, MARCH 26-30, 1979

IN COOPERATION WITH DEPARTMENT OF ENERGY, COMMERCE WILL UNDERTAKE SPECIAL MEDITERRANEAN BASIN EXHIBITION AND CONFERENCE AT U.S. TRADE CENTER, MILAN, MARCH 26-30, 1979, OF MACHINERY AND TECHNIQUES FOR COMMERCIAL AND INDUSTRIAL ENERGY CONSERVATION. DOE BELIEVES EVENT WILL BE EXCELLENT VEHICLE FOR DEMONSTRATION AMERICAN CAPABILITIES, AS WELL AS PROVIDE FORUM FOR DISCUSSION ALL AVAILABLE TECHNOLOGY APPLICABLE THIS VITAL TOPIC. COMMERCE BELIEVES THAT NEAR TERM SALES POTENTIAL FOR U.S. EQUIPMENT DOES EXIST, ALTHOUGH SIGNIFICANT IMMEDIATE RESULTS MAY NOT BE OBTAINED.

IN ORDER TO SUPPORT PARTICIPANT PROCUREMENT EFFORTS, POSTS ARE REQUESTED TO UNDERTAKE DESK SURVEY OF HOST COUNTRIES' POTENTIAL FOR PURCHASING EQUIPMENT AND TECHNOLOGIES TO BE SHOWCASED. PRODUCTS, SERVICES, AND TECHNOLOGIES TO BE DISPLAYED AND DISCUSSED WILL BE CHOSEN ON BASIS OF INFORMATION SUBMITTED BY POSTS.

RESPONSE REQUIRED BY NOT LATER THAN JULY 15, 1978 IN ORDER TO PROVIDE MAXIMUM LEAD TIME NECESSARY TO RECRUIT PARTICIPANTS. REGRET SHORT LEAD TIME AVAILABLE TO POSTS.

FOLLOWING POINTS SHOULD BE ADDRESSED WHEREVER POSSIBLE:

1. WHICH OF THE HOST COUNTRY'S COMMERCIAL AND INDUSTRIAL SECTORS ARE THE MAJOR ENERGY USERS?

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2. WHAT ARE THE PRIMARY FORMS OF ENERGY CONSUMED BY EACH SECTOR IDENTIFIED FOR QUESTION 1, AND TO WHAT USE IS THE ENERGY APPLIED, E.G. PROCESS HEAT, SPACE CONDITIONING, MATERIALS HANDLING, HEAT TREATING, GENERATION OF ELECTRICITY, ETC? WHAT IS THE AVERAGE ANNUAL CONSUMPTION OF EACH ENERGY FORM BY EACH SECTOR?

3. DISCUSS BY SECTOR EFFECTIVENESS OF EXISTING PLANTS FOR CONVERTING ENERGY FORMS TO USEFUL POWER. WHAT IS THE COST OF POWER PRODUCED?

4. DISCUSS EACH SECTOR'S WILLINGNESS AND ABILITY TO ADAPT NEW CONSERVATION TECHNOLOGY. ESTIMATE 1977 INVESTMENTS ACTUALLY MADE IN SUCH EQUIPMENT (EXAMPLE: HEAT RECOVERY, WATER PRE-HEATING, HEAT EXCHANGERS, HEAT PUMPS, ETC). WHAT IS THE RATE OF CAPITAL FORMATION; WHAT IS THE RATE OF ASSET REPLACEMENT; WHAT RATE OF RETURN IS CONSIDERED NECESSARY TO JUSTIFY INVESTMENTS IN CONSERVATION TECHNOLOGY; WHAT FUNDS EXIST FOR SUCH INVESTMENTS IN 1979? WHAT IS THE AGE OF EXISTING PHYSICAL PLANT?

5. DISCUSS GOVERNMENT STANCE WITH RESPECT TO ENERGY CONSERVATION? WHAT PROGRAMS EXIST TO FOSTER CONSERVATION? ARE HARD FUNDS AVAILABLE FROM THE GOVERNMENT FOR INVESTMENT IN CONSERVATION TECHNOLOGY? IF SO, WHAT IS THE TIME SCHEDULE FOR DISBURSEMENT? WILL FOREIGN SUPPLIED TECHNOLOGY QUALIFY?

6. THE DESK SURVEYS REQUESTED SHOULD UTILIZE READILY AVAILABLE INFORMATION AND SHOULD BE ACCOMMODATED WITHIN THE SCOPE OF CURRENT CCPS AND CAPS. SHOULD IT BE DEEMED NECESSARY TO REVISE CCP OR CAP GOALS OR ACTIVITIES PLEASE INFORM COMMERCE AS SOON AS POSSIBLE INDICATING WHICH ASPECTS OF THE INFORMATION REQUESTED NECESSITATE SUCH REVISION. CHRISTOPHER  
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## Message Attributes

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**Channel Indicators:** n/a  
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**Concepts:** ENERGY, CONSERVATION, TRADE, TRADE CENTERS  
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**Review Markings:**  
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Declassified/Released  
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20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014